

The Problem Addressed:

There are two parts of the ‘Sustainability Question’ which plague the delivery of broadband in America and which Winum elegantly solves: The economics of infrastructure provision and maintenance and, consumer affordability.

For rural, regional and economically disadvantaged communities these same questions of ‘sustainability’ have often meant little or no broadband service at all.

While average prices for home broadband service increased in the last year, broadband service companies have seen a rapid commoditization of subscriber pricing over the last ten years.

Consumers who access broadband services are spending longer online, consuming vastly larger & rapidly increasing amounts of data.

The mix of commoditized price & rapidly increasing pressure on service bandwidth availability is pressuring the economics of price in the cities & widening the infrastructure cost & revenue gap in rural, regional & underserved communities.

Pew Research indicates price is the Number 1 Reason consumers with available service hold back on making the broadband switch.

Without a quantitative shift away from a revenue model based on subscription fees, sustainable infrastructure provision in under- & un-served America can only be delivered through government policy & tax dollars.

Delivering sustainable service to rural, regional & underserved America without the use of tax-dollars, requires a change from the Subscription-Fee-Only Economics.

Winum provides just such a solution. Winum’s business model & technology reshapes the economics of delivery & access.

Winum directly addresses 3 of 5 BTOP Statutory Purposes by stimulating demand for broadband through reduced pricing and providing sustainable economic incentives for broadband access providers to deliver service in rural, regional and underserved America.

Indirectly, Winum’s business model assists in answering two other BTOP Statutory Purposes by providing economic incentives to build and maintain delivery systems needed by emergency service organizations and allowing for anchor institutions, not-for-profit and local, state and federal government to deliver targeted community service announcements.

The Solution:

[REDACTED] The Winum “*Opt-In-Only*” solution collects NO personally identifiable information, protecting consumer privacy.

[REDACTED] Advertisers pay Winum to access aggregated real-time, demographic and behavioral data for planning and execution of Internet advertising and fees to display targeted ads to subscribers.

Winum shares [REDACTED] revenue with its broadband service partners, shifting the burden of broadband sustainability away from the subscriber-pays model.

Importantly, Winum technical solutions have been conceived of and developed from a subscriber privacy perspective (exceeding all U.S., European and Australian privacy standards) and is designed to enable broadband providers to economically expand services to rural, regional and under served communities.

Winum's Solution Provides:

Strong Economic Incentives to build and maintain broadband services;

Steeply Discounted Service Pricing for consumers while maintaining absolute privacy and [REDACTED]; and,

Internet advertisers with unprecedented behavioral information and ad targeting.

Areas Served:

Winum's service is broadband technology independent[REDACTED]. All broadband providers are potential Winum partners.

Thus, Winum is a Broadband Sustainability Solution both for new infrastructure projects delivered under the BIP & BTOP programs and wherever else broadband is available: - potentially 128 million households in the U.S.

Anchor Institutions:

To enhance the community's awareness of and access to key anchor institutions, Winum offers providers of health care, education, children's services, local, state and federal governments advertising inventory for public service announcements (PSA's) on a free or steeply discounted basis.

Small and Disadvantaged Business:

General equipment and services sourcing – Winum is setting aside 20% of all equipment and services sourcing to be targeted to the small business & disadvantaged companies. We will be working closely with the Missouri Delegation to establish those relationships.

Job training:

Winum will look to specialized Small and Disadvantaged companies & local educational institutions to help re-skilling of workers for high tech jobs at Winum.

Replication:

The Winum service is replicable throughout America, benefiting all potential broadband subscribers.

New Broadband Subscriptions:

During the three years of BTOP funding, Winum expects to see additional broadband subscriptions of 1,200,000 new subscribers over the three years of BTOP grant funding.

Qualifications:

Winum's management team is world class with senior executive experience in designing, building and delivering multi-million and multi-billion dollar broadband and internet solutions in the U.S., Australia and Europe. Winum's technical team draws on some of the country's leading software

developers, richly experienced in complex software design, development, implementation and management. Resumes are attached.

Direct Job Creation:

Winum expects to create in excess of 200 high tech jobs during the three years of BTOP funding. We expect the number of employees to exceed 1,500 by the end of the 5th year.

Project Cost:

BTOP Grant	\$7,000,000	(57.8%)		
Winum Matching Contribution (cash, in-kind and other)			\$5,115,926	(42.2%)
Total	\$12,115,926	(100%)		